

Subject: Amazon
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Received(Date): Tue, 06 Nov 2018 17:34:32 +0000
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Dowling,

Some more detail on the Amazon deal in the works and the media approach. The deal will put our full product line (with the exception of HomePod) for sale on Apple's official store on Amazon. Currently we sell Mac, AirPods and various accessories.

As part of the deal Amazon will clear out all of the unauthorized resellers of our products, some of which are counterfeit. This should begin later this week. According to Amazon PR this is "tens of thousands" of resellers. Once the seller notifications go out, Amazon expects press inquiries within hours. Their plan is to work these inquiries on background, explaining they're continually refining their marketplace.

They'll also prepare a reactive statement about the additional Apple products that speaks to their excitement to offer customers more choice this holiday season. I suggest we offer a similar reactive statement.

Waiting on Amazon to send through their draft statements and Q&A and will come back.
Nick
